



October 23, 2017

Holly L. Wolcott  
City Clerk  
Office of the City Clerk  
200 North Spring St., Rm. 224  
Los Angeles, CA 90012

**RE: 3<sup>rd</sup> Quarter Report – July 1, 2017 – September 30, 2017**

Dear Ms. Wolcott,

On behalf of the Board, I would like to present the third quarter report and financial expenditures as required by the Administration Agreement between the City of Los Angeles and the BID management company for the City Business Improvement District.

**3<sup>rd</sup> QUARTER ACTIVITIES**

- 1) **Security:** For this quarter, the BID continued with an armed bike patrol which provided 24 hour patrols of security 7 days a week. Reports were made of patrol findings on a daily basis on the District website and a quarterly report provided a summary which was added to the quarterly newsletter mailed to all stakeholders in the District. To date, from January 2017 to September 2017, the armed security/bike patrol has assisted the LAPD in making 300 arrests for various crimes/occurrences throughout the BID. The security also aides maintenance in reporting graffiti and other issues needing attention in the district.
- 2) **Maintenance:** The maintenance for this quarter resulted in gardening of the medians five times between July and September. Additional plants were donated to the BID and added to the medians during the Labor Day weekend holiday. The sidewalks were swept each morning before the begin of the business day (crews were dispatched between 5am and 6 am each morning), and the street crews have collected over 200 bags of debris during this quarter alone. Sidewalks were pressure-washed twice each month – every other week, during the early morning on Saturdays. Bus benches and other street furniture were cleaned by a street crew on the last Saturday of each month. Additionally, crews were sent out each week to identify and remove graffiti, and were sent out immediately after a report was made.
- 3) **Marketing:** Maintenance of the website continued and development of new website functions is still being explored. The District placed an ongoing weekly ad in the LA Weekly magazine and a Radio Ad airs once a week as a sponsor of KCRW, 89.9 FM. A survey is being utilized by some business owners for new

customers, and BID advertising is a question on the survey. The BID is very eager for survey results.

- 4) **Administration:** The District is beginning efforts of renewal and is looking into hiring a new Certified Public Account to create the Financial Statement which is required by May.
- 5) **Contingency:** The contingency amounts used this quarter were used for supplementing the marketing aspects of the weekly advertisements.

### **3<sup>rd</sup> QUARTER FINANCIALS**

| <b>Budget Category</b> | <b>Annual Budget</b> | <b>3<sup>rd</sup> Quarter Amount Spent</b> | <b>Y-T-D Amount Spent</b> | <b>Projected 4th Qtr Spending</b> |
|------------------------|----------------------|--|---------------------------|-----------------------------------|
| Security               | \$ 250,000           | \$ 60,000                                  | \$ 188,000                | \$ 62,000                         |
| Maintenance            | \$ 250,000           | \$ 62,000                                  | \$ 189,000                | \$ 61,000                         |
| Marketing              | \$ 250,000           | \$ 59,000                                  | \$ 208,000                | \$ 42,000                         |
| Administration         | \$ 150,000           | \$ 37,500                                  | \$ 112,500                | \$ 37,500                         |
| Contingency            | \$ 100,000           | \$ 20,000                                  | \$ 50,000                 | \$ 10,000                         |
| <b>TOTAL</b>           | <b>\$1,000,000</b>   | <b>\$ 238,500</b>                          | <b>\$ 747,500</b>         | <b>\$ 212,500</b>                 |

Please ask me if you have any questions.

Sincerely,



Jane Doe Smith, President  
The City BID Advisory Board